

## Message Text

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PAGE 01 BANJUL 01532 151135Z  
ACTION AF-08

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FM AMEMBASSY BANJUL  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3905  
AMEMBASSY THE HAGUE

UNCLAS BANJUL 1532

THE HAGUE FOR AMSTERDAM

E.O.: 11652 N/A  
TAGS: BDIS GA US  
SUBJECT: COMPLAINT AGAINST POLAROID CORP

1) LOCAL BUSINESSWOMAN, MRS. HAYAT JOLLY ( FARID MILKY AND HAYAT JOLLY, 6A WELLINGTON ST., P. O. BOX 551, BANJUL) HAS COMPLAINED TO CHARGE ABOUT HER ABRUPT DISMISSAL BY POLAROID CORP. AS COMPANY'S EXCLUSIVE DISTRIBUTOR IN THE GAMBIA. MRS. JOLLY HAS BEEN POLAROID DISTRIBUTOR FOR PAST FIVE YEARS, AND REPORTS THAT SHE HAS BUILT POLAROID BUSINESS FROM DOLS 3000 PER ANNUM TO 1976 TOTAL OF DOLS 14,000 FOR FIRST 11 MONTHS. WITH NO FOREWARNING, SHE RECEIVED FORM-TYPE LETTER, DATED NOV. 29, FROM RICHARD W. YOUNG, PRESIDENT INTERNATIONAL DIV., POLAROID CORP., CAMBRIDGE, MASS., NOTIFYING HER THAT HER ANNUAL CONTRACT AS EXCLUSIVE DISTRIBUTOR WOULD NOT BE RENEWED, AND WOULD END ON DEC. 31, 1976.

2) MRS. JOLLY HAS ALSO RECEIVED TWO LETTERS (DATED DEC. 2 AND 3) FROM POLAROID (EUROPA)SBV., AMSTERDAM, THE NETHERLANDS. FIRST LETTER SAID "OUR PROGRESS IN GAMBIA HAS NOT BEEN UP TO OUR EXPECTATIONS AND WE BELIEVE BETTER DISTRIBUTION COVERAGE CAN BE OBTAINED THROUGH ALTERNATIVE ARRANGEMENTS." SECOND, FROM H. DOEFF, AREA SALES MANAGER, ANNOUNCED THAT HE WOULD BE IN BANJUL DEC. 21-23, AND ASKED FOR APPOINTMENT TO SEE MRS. JOLLY.

3) UNDERSTANDABLY UPSET, MRS. JOLLY FEELS POLAROID OWES HER AN EXPLANATION FOR WHAT APPEARS TO HER AS HIGH-HANDED TREATMENT BY A LARGE US COMPANY OF A SMALL WEST AFRICAN TRADING CONCERN.  
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CLAIMING THAT SHE HAS FULFILLED ALL SALES TARGETS FIXED BY

POLAROID, SHE CANNOT SEE ANY REASON FOR TERMINATING THIS DISTRIBUTORSHIP. MOREOVER, SHE HAS ORDERS WORTH DOLS 3000 PENDING, AND A FURTHER DOLS WAITING TO BE PROCESSED, AND IS AFRAID OF DISAPPOINTING HER CUSTOMERS.

4) ACTION REQUESTED: MRS. JOLLY IS A REPUTABLE BUSINESSWOMAN, WELL AND FAVORABLY KNOWN TO EMBASSY. REQUEST USDOC CONTACT POLAROID AND AT LEAST TRY TO ELICIT FULLER EXPLANATION FOR TERMINATION. MRS. JOLLY FEARS DISTRIBUTORSHIP MAY NOW BE TRANSFERED TO ONE OF BANJUL'S LARGER FOREIGN-OWNED TRADING FIRMS, WHICH, IF IT OCCURS COULD EFFECT POLAROID'S IMAGE IN THIS SMALL TIGHTLY KNIT WEST AFRICAN CAPITAL. WYGANT

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**Current Classification:** UNCLASSIFIED  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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